

**REMARKS:**

In the outstanding Office Action, claims 1-11 were rejected. Claims 1, 3 and 5-11 have been amended for clarification, and new claim 12 has been added. Thus, claims 1-12 are pending and under consideration. No new matter has been added. The rejections are traversed below.

**REJECTION UNDER 35 U.S.C. §102(e):**

In the outstanding Office Action, claims 1-11 were rejected under 35 U.S.C. §102(e) as being anticipated by U.S. Patent No. 6,397,072 ('072).

'072 discusses a service means of a telecommunication network to enable a user to transport a first terminal such that the user accesses a preset mobile telecommunication service within a predefined area of a universal mobile telecommunication system.

The present invention discloses an area-dependent service system to provide a mobile station at least one selectable service program when the mobile station is within a service coverage area.

The Examiner compares the '072 system for providing predefined advanced services within certain areas to the present invention where selectable service programs are provided to any area within a service coverage area. The '072 system determines an actual location of a terminal LOC-T1 within a global coverage area (see, column 8, lines 4-7 of '072). The '072 system then determines a selected coverage area within the global coverage area according to the received actual terminal location LOC-T1 and predefined rules (closest coverage area to the terminal" to select a specific coverage area (see, column 8, lines 21-27 '072). Advanced services associated with the coverage area is then transmitted to the terminal via a transmitter to allow the terminal located outside of the coverage area to have access to richer set of services provided within the coverage area (see, column 8, lines 37-49 of '072). This means that the '072 system requires pre-defining the areas where extended services (G-G'-U in FIG. 1 of '072) are offered to allow access to the extended services to users outside the pre-defined areas. This means that a mobile service provider has to independently pre-define an area for each of the various services provided by the service provider.

The present invention provides a solution to the problem by allowing "a plurality of freely settable area information" to correspond to "a plurality of selectable service programs" without requiring a service provider to pre-define a respective area for each of the plurality of selectable service programs. As recited in independent claims 1, 9 and 10, the present invention retrieves

“a selectable” (claim 1) or “specified” (claim 9 and 10) service program based on the service selection information”, and retrieves “area information corresponding to the retrieved selectable (specified) service program”. The system determines “whether... the position information of the mobile station is included in an area corresponding to the retrieved selectable service program”, and executes the retrieved selectable service program” (see, amended claims 1, 5-11 of the present invention).

This allows the present invention to selectively enable selectable service programs within the coverage area based on the position of the mobile station. For example, if services A, B, and C are offered in coverage area 1, the system of the present invention receives service selection information selecting any combination of services A, B, and C from the mobile station. When service A is selected, the system determines whether a position of the mobile station is within an area corresponding to stored area information for service A, and executes service A upon determining that the position of the mobile station is within the area corresponding to the stored area information for service A. Accordingly, the present invention enables the service provider to offer service programs in a customized way without individually defining an area for each of the service programs offered. The '072 system does not teach or suggest providing customized “selectable service programs” to mobile terminals within a coverage area.

It is submitted that the independent claims are patentable over '072.

For at least the above-mentioned reasons, claims depending from independent claims 1 and 5-11 are patentably distinguishable over '072. For example, as recited in claim 4, the position information of the mobile station used for determining whether the mobile station is included in an area corresponding to the selectable service program is “position information of a base station which have established communication with the mobile station”. The '072 method does not teach or suggest providing “selectable service programs” within a coverage area upon determining that “the position information of the mobile station is included in an area corresponding to the selectable service program”.

Therefore, withdrawal of the rejection is respectfully requested.

**NEW CLAIM:**

New claim 12 has been added to emphasize that the service method of the present invention includes “linking area information within a service coverage area to the selectable service program” such that the selectable service program is provided to the mobile station “upon determining that the received position information of the mobile station corresponds to the

linked area information within the service coverage area of the selectable service program". This eliminates the need for mobile service providers to individually define an area for each of the services provided by the mobile service providers.

Accordingly, newly added claim 12 is patentably distinguishable from the cited reference.

**CONCLUSION:**

In accordance with the foregoing, claims 1, 3 and 5-11 have been amended for clarification, and claim 12 has been added. Thus, claims 1-12 are pending and under consideration.

There being no further outstanding objections or rejections, it is submitted that the application is in condition for allowance. An early action to that effect is courteously solicited.

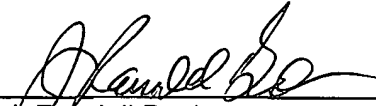
Finally, if there are any formal matters remaining after this response, the Examiner is requested to telephone the undersigned to attend to these matters.

If there are any additional fees associated with filing of this Amendment, please charge the same to our Deposit Account No. 19-3935.

Respectfully submitted,

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